How to Network Using UCSF Connect

Sara Ayazi, MS, JD & Katie Maloney, MEd
University of California, San Francisco
Learning Outcomes

- Define networking and articulate your goals
- Recognize various methods to find and approach professionals in your field using UCSF Connect
- Describe strategies to use social media professionally while networking
The Purpose:
Networking in a Nutshell

Networking

- Conversations you have
- Relationships you build with these people…. 

Your Professional Community

Your Current Academic/Professional Goals

…while you’re pursuing your goals

Career Exploration:
How find out about career options involving epidemiology.

Professional Development:
Identify strategies on how to succeed in my rotations and leave a great impression.
## Your Academic/Professional Goals

<table>
<thead>
<tr>
<th>My Goal</th>
<th>Who do I want to meet?</th>
<th>What specifically do I want to know from them?</th>
<th>What is the time frame when I hope to accomplish this goal?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Your Academic/Professional Goals

<table>
<thead>
<tr>
<th>My Goal</th>
<th>Who do I want to meet?</th>
<th>What specifically do I want to know from them?</th>
<th>What is the time frame when I hope to accomplish this goal?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore what it is like to work as a medical science liaison</td>
<td>2-3 UCSF alums who work in this field</td>
<td>Learn about a typical day/week for a medical science liaison, and the culture of their organization</td>
<td>February 2019-May 2019</td>
</tr>
</tbody>
</table>
What are your 1-2 current academic or professional goals?

These will be the basis of your conversations and why you establish relationships with individuals in your professional community.
Learning Outcomes

☐ Define networking and articulate your goals

☐ Recognize various methods to find and approach professionals in your field using UCSF Connect

☐ Describe strategies to use social media professionally while networking
Finding and Approaching People in your Professional Community

- My goal is to explore the different types of positions available to life science PhD-level scientists in academic administration.

- I plan to accomplish this goal by the Spring of 2019 by speaking to 3-5 UCSF alums to learn about their role, and how they leveraged their skills and experience when applying for their academic administration position.

- **Logistics:** How do I find people in my professional community?

- **Language:** How do I initiate a conversation or relationship with someone in my professional community?
Your Turn!
Finding Professionals

You

Your Professional Community

Your Academic/Professional Goals

Find 1-2 people on UCSF Connect who can help you meet your professional/academic goals.
My goal is to explore the different types of positions available to life science PhD-level scientists in academic administration.

I plan to accomplish this goal by the Spring of 2019 by speaking to 3-5 alums to learn about their role, and how they leveraged their skills and experience when applying for their academic administration position.

Logistics: How do I find people in my professional community?

Language: How do I initiate a conversation or relationship with someone in my professional community?
Approaching Professionals: Initiating a Conversation

- Who You Are And Why You Are Contacting Them
- A Request for An Opportunity to Meet
- What Information You Would like to Hear From Them
- Closing Thank You

It’s your goal, but their story
Dear Dr. Hughes:

I am a biochemist completing my postdoctoral training at UCSF. I am currently exploring career paths in academia, including academic administration. I was very excited to find you on UCSF Connect. Would you be willing to meet with me for 30 minutes in the next couple of weeks to discuss your transition into this area? I would value the opportunity to learn about your current role, and your career path since your postdoc position at UCSF.

I am also participating in UCSF Connect’s Coffee with an Alum program, an opportunity to meet with an alum based on my professional interests. More information can be found here. Please let me know if you are interested. Also, I would be happy to discuss the Coffee with an Alum program in more detail if we connect.

Thank you for considering!
Warm regards, Jane Smith
Your Turn!
Initiating a Conversation

- Who You Are And Why You Are Contacting Them
- A Request for An Opportunity to Meet
- What Information You Would like to Hear From Them
- Closing Thank You
Learning Outcomes

- Define networking and articulate your goals
- Recognize various methods to find and approach professionals in your field using UCSF Connect
- Describe strategies to use social media professionally while networking
Strategies to Use Social Media Professionally

- **Be curious & collegial:** Consider how you would want to be approached and treated, and try to discern what the person you are networking with seems to value.

- **Be gracious:** Remember to thank people for their time and efforts, regardless of how helpful their advice immediately appears to be.

- **Keep track:** Develop some sort of system to keep track of who is in your network, how you met them and when you last spoke.

- **Follow up:** Send an email and tell them it was a pleasure to meet them, or that you’ve been considering what they said. If you have another question, ask it.